SEF. GROWTH

CORPORATE DESIGN STANDARDS MANUAL
This style guide outlines the correct usage of SEF.Growth’s branding, including the logo, typography, and colors, as well as guidelines for using illustrations such as characters, landscapes, and main elements. Additionally, it provides guidance for the application of the corporate identity across mediums in print and web.

By following these guidelines, SEF.Growth aims to maintain a consistent and professional image that aligns with its mission of helping new businesses succeed.
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SEF. GROWTH

Color Version

White version

Black version
The use of a square pattern in varying hues of purple and occasionally other colors of the corporate identity is a key element in this company's branding.

This pattern is present in various applications. The pattern may vary in size and the repetitions of colors, but the squares themselves should always look the same within use, without any rounded corners or differing sizes within a pattern.

The pattern can also be altered in perspective, but the same measurements should be maintained before applying any perspective effects.

Overall, this square pattern adds a consistent and recognizable element to the company's branding, helping to reinforce its visual identity and make it more memorable to customers.
ILLUSTRATIONS
BALLOON

Normal version

Alternative Basket Version

Multiple balloons

Normal Basket

Alternative Basket

Basket with People
The simplified version of characters shall be used always with landscapes. Only if characters are zoomed in or when they are on their own (without a background) they can be used in the Complete Version. Hands are always circles. If fingers are needed they can be added as rounded rectangles. (i.e. when something is being pointed out or thumbs up).

Expressions can make more emphasis on some uses. Use them only if completely necessary and give priority to positive expressions.

Skin tones can be modified as needed.

More hairstyles can be designed if needed, keeping in mind that they have to be constructed only by simplified shapes like circles or squares.

The clothes can vary in colors. They can only be in purple, light blue, white and black. Always prioritizing the purple in tops and black in bottoms combination.
Elements maintain their pixel pattern, even if not shown entirely. Pixel pattern can vary in perspective and size of motif. Geometric shapes are the key visual part of the design.
Main Landscapes can be used in any format or application, maintaining the concept, pattern and colors.

Secondary Landscapes can be used whenever more images are needed, giving priority to the main landscapes. If needed, more secondary landscapes can be designed, using the main elements and hues. The pixel pattern and geometric shapes have to be consistent and look similar to the main landscapes.

The illustrations and their separate parts from this branding can be used in print as well, provided that color proofing is done beforehand to ensure accurate color representation. Designers can follow the CMYK codes provided in the branding guidelines for correct usage of the brand colors.

This ensures that the illustrations maintain their intended look and feel, whether they are used in digital or print mediums.
When designing icons for this branding, simplicity and consistency are key.

All icons must maintain the same line width and be simplified to their most essential elements. Additionally, the only color that can be applied to these icons is the purple from the corporate identity.

By adhering to these guidelines, the resulting icons will be both visually striking and easily recognizable. Whether used on the company’s website, social media channels, or marketing materials, these icons will serve as a consistent representation of the brand.
TYPOGRAPHY

Titles / Headings

PT SANS PRO EXTRA BOLD

Aa Bb cc Dd Ee Ff Gg Hh Ii JJ Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Subtitles & Body

PT SANS PRO LIGHT

Aa Bb cc Dd Ee Ff Gg Hh Ii JJ Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
COLOR

Main Color Palette

RGB  0 5 85
CMYK 75 68 67 90
HEX  000000

RGB  50 20 130
CMYK 96 100 12 7
HEX  321482

RGB  231 242 254
CMYK 7 2 0 0
HEX  E7F2FE

Secondary Color Palette

RGB  72 53 160
CMYK 86 92 0 0
HEX  4835A0

RGB  136 133 204
CMYK 49 48 0 0
HEX  8885CC

RGB  207 252 225
CMYK 16 3 0 0
HEX  CFE8FF

RGB  25 21 68
CMYK 100 98 38 47
HEX  191544

RGB  12 71 50
CMYK 88 44 81 49
HEX  0C4732

RGB  27 147 115
CMYK 83 20 67 4
HEX  1B9373

RGB  103 183 160
CMYK 60 7 44 0
HEX  6787A0

RGB  251 192 0
CMYK 2 25 100 0
HEX  FBC000

RGB  163 62 101
CMYK 33 88 40 9
HEX  A3E65

RGB  221 108 140
CMYK 9 71 24 0
HEX  DD6C8C
We have two labels available for use in this branding, and they can be placed as needed on social media.

These labels are designed to reinforce the company's visual identity while also calling attention to the achievement being recognized. The labels can be placed strategically in various locations, such as in the top right or bottom left corner of an image or post.

By using these labels consistently across social media channels, the company can create a strong and recognizable visual presence that helps to build brand recognition and trust with its audience.
Different applications such as website pages, documents in print and web, presentations, banners, and so on, should maintain the look and feel as the website.

Footer in print or web must include the pixel pattern.

Images can be rounded by 12 px or stay completely straight.
Examples

Taking off for new horizons
Catch an updraught and reach new heights with the Swiss Growth Programme.

Rise to your potential!

Join the SEF.Growth Programme
Answer a simple questionnaire and find out if you qualify.